

**IN THIS ISSUE:**

**OCTOBER 2008**

**[First 5 California presents Project Legacy](#)**

**[First 5 California announces launch of the Asian-language Kit for New Parents](#)**

**[Fall 2008 professional development Webinar in the works](#)**

**[October Special Needs Project symposium—Focus: sustainability](#)**

**[First 5 and the First Lady support military families](#)**

**[Hands-on Health van joins the Women's Conference](#)**

**[Legislative update – governor signs new preschool legislation](#)**

**[Migrant Education Even Start \(MEES\) conference](#)**

**[First 5 California hosts pre-conference session with Zero to Three](#)**

**[Water cooler workgroups](#)**

**[Sid the Science Kid visits Los Angeles](#)**

**[New calendar feature on](#)**

**First 5 California presents Project Legacy**

A new paradigm in First 5 California funding begins soon under Project Legacy.

That was the word from First 5 California Executive Director Kris Perry to state commissioners and stakeholders at the September 18 state commission meeting in Sacramento. As Perry and her staff presented and explained Project Legacy, she let First 5 county commissions and other stakeholders know that First 5 California is moving in a new direction to carry out its mandate under Proposition 10.

Introducing the Project Legacy theme, “Roadmap to the Future,” Perry told the audience that Legacy is a process designed to establish two to three strong Signature Programs and innovative Pilot Projects for children 0 to 5 and their families. “We have to leverage our best practices and drop the programs that aren’t working. We need a process to take us there,” she said.

Project Legacy, Perry explained, will result in criteria to help guide First 5 California’s future funding decisions. It will also help First 5 California achieve several Strategic Plan objectives. Perry said it will take a lot of work and require difficult transitions, especially in the area of program and project funding. Perry added, “We have to ask the hard questions to improve, to get better.”

State Commissioner Carla Dartis lauded the staff’s attempt to create what she called a very fair and unbiased approach to determining future programs. “But,” she asked Director Perry, “how does this process truly catapult us into changes so that we’re not spending in a wasteful way? What can really be different in this process?”

## [communications TA site](#)

Perry explained the Project Legacy process has its roots in First 5 California's strategic planning process, something the commission hadn't done before. "There was a spending plan, there was not a strategic plan," she said. "We have to take that past spending plan, move it through our strategic plan, and come out with something that leaves a legacy."

First 5 California is working with the Center for Collaborative Policy at California State University, Sacramento, to develop and implement the Project Legacy process. The process includes convening a Project Legacy Workgroup to develop program criteria which First 5 California staff will use to create Signature programs and Pilot Projects. The Workgroup will consist of First 5 California commissioners and staff, county commission representatives, and other community, research, education, and business stakeholders.

For more information on Project Legacy, visit [www.first5california.com](http://www.first5california.com).

[back to top](#)

### **First 5 California announces launch of the Asian-language *Kit for New Parents***

First 5 California is happy to announce the release of the greatly anticipated *Kit for New Parents* in Asian languages. The *Kit* will be available in November in four Asian languages – Mandarin, Vietnamese, Cantonese, and Korean.

The Asian-language *Kit* includes the latest early childhood development information, including a parenting resource guide; a DVD with helpful parenting tips; information on important parenting topics; an interactive book for parents and children; and brochures on topics from oral health to poison control. The *Kit* is a helpful resource for new parents, grandparents and others who care for children.

County commissions can order the Asian-language *Kit for New Parents* through the ALOM Web site at [www.http://ccfc.alom.com](http://ccfc.alom.com) by following the same procedure used for the English and

Spanish-language *Kits*.

Stay tuned for details regarding the promotion of this newest addition to the *Kit for New Parents* collection. For more information on the Kit, please visit [www.cafc.ca.gov/kit.asp](http://www.cafc.ca.gov/kit.asp).

[back to top](#)

### **Fall 2008 professional development Webinar in the works**

On the heels of last winter's Webinar focused on helping county commissions effectively engage moms, it's time to look at an equally significant audience...dads! Incorporating county feedback and an assessment of current trends, the First 5 California County TA team will once again call upon its expertise to conduct a Webinar dedicated to communicating with this increasingly important First 5 audience.

During the Webinar, participants will gain greater insight into the changing world of today's dads, practical research, and a discussion on commonalities among dad audiences. They will also walk away with information, strategies, and tactics to help them reach dads locally.

The Webinar is currently slated for November. The First 5 California County TA team will let county commissions know the exact dates. Stay tuned!

[back to top](#)

### **October Special Needs Project symposium— Focus: sustainability**

Doctors Dean Fixsen and Karen Blasé – two of the top experts on program sustainability in the US – are the featured presenters at First 5 California's Special Needs symposium October 28-29 in San Diego. The theme of the symposium is "From Research to Implementation and Sustainability."

Fixsen and Blasé are co-directors of the National Early Childhood Technical Assistance Center at the University of North Carolina, Chapel Hill. The pair will lead a discussion on the science of

implementation and cover what it takes to develop and sustain innovative programs and practices for community programs and services. Participants will have the opportunity to apply Dr. Fixsen's model to their own communities and programs.

Because program sustainability is a topic of such great importance to the entire early childhood field, all 58 county commissions are invited to participate in the first day of the symposium. Day two is a special session specifically designed for First 5 California Special Needs Program Demonstration sites to apply the symposium concepts in more depth. For more information, or to register, please go to <http://www.wested.org/cpei>.

[back to top](#)

### **First 5 and the First Lady support military families**

The Marine Corps Air Station (MCAS) at Miramar played host to a resource fair for military families September 25. The event was co-sponsored by the Miramar School Liaison Program and Maria Shriver's WE Connect campaign. WE Connect is a pioneering public/private partnership designed to help California's working families become more financially secure by connecting them to important programs and resources.

First 5 California was there to distribute the Kit for New Parents and share information about our many programs, as well as hand out literature supplied by First 5 San Diego. Maria Shriver stopped at each participant's table to hear about their programs.



More than 350 military members and their families visited the organization and vendor tables and walked away with lots of information and goodies.

*First 5 California staffer Jamiann Collins-Lopez with California First Lady Maria Shriver at the Miramar MCAS military family fair.*

[back to top](#)

## **Hands-on Health van joins the Women's Conference**

First 5 California's Hands-on Health exhibit, in partnership with First 5 LA, will be on display at the 2008 Women's Conference hosted by California First Lady Maria Shriver on October 21 and 22. The van's team will join more than 60 internationally-acclaimed leaders and visionaries to share its important health messages with the 14,000 women expected to attend the conference.

The Women's Conference, under the leadership of Governor Schwarzenegger and First Lady Maria Shriver, is the largest and arguably the most dynamic gathering of women in the nation. With a mission to empower and inspire women, the annual conference unites its visitors from around the world to share stories of transformation and accomplishment as well as offer guidance for the future.

[back to top](#)

## **Legislative update – governor signs new preschool legislation**

After a budget delay of 85 days, Governor Arnold Schwarzenegger signed a compromise budget on September 23. The good news for First 5 California and county commissions is the governor signed two key preschool reform bills that strongly support First 5 California's efforts to promote school readiness for young children, and the budget compromise does not include language that attempts to make changes to Proposition 10 through the ballot process.

Senate Bill 1629 (Steinberg), the Early Learning Quality Improvement Act, will establish an

advisory committee to propose a preschool quality improvement system. Assembly Bill 2759 (Jones), the California State Preschool Program Act, will streamline and consolidate the state's existing preschool system.

Governor Schwarzenegger also signed SB 1298 (Simitian), which will lay the foundation for a comprehensive statewide education data system and increase accessibility to valuable education data.

In a fiscally-related budget trailer bill (Assembly Bill 88) signed by the governor, the legislative intent language urges First 5 California to use at least \$5 million of its funds for the Early Start program administered by the Department of Developmental Services.

Another enacted budget trailer bill (AB 1389) reflects First 5 California's willingness to work with the governor and the Legislature to ease the negative impact of the state's fiscal crisis. The primary intent of the language allows the state to count Proposition 10 funds as part of its collateral, thus placing the state in a stronger position to secure lower interest rate loans for cash flow purposes. However, First 5 California's primary obligation remains to uphold its voter mandate to sustain critical First 5 services for California's youngest children and their families.

In other legislative action, the governor vetoed two autism pilot program bills supported by the commission: SB 527 (Steinberg) and SB 1475 (Torlakson). These bills would have required the Department of Developmental Services to apply to First 5 California and/or other sources to cover the costs of the proposed pilot projects to improve the integration of services for young children with autism spectrum disorders.

[back to top](#)

### **Migrant Education Even Start (MEES) conference**

First 5 California will co-host the 14th Annual MEES Conference at the Sacramento Holiday Inn,

Downtown Plaza, November 18-21. The conference theme is “Promoting Family Literacy and Early Childhood Education in the Migrant Community.”

Conference workshops will emphasize ways to close the achievement gap in the under-represented and hard-to-reach migrant farm worker population. On Wednesday, November 19, First 5 California Commissioner Carla Dartis will deliver the lunchtime plenary address. Her keynote highlights the importance of literacy as the key to school readiness.

[back to top](#)

### **First 5 California hosts pre-conference session with Zero to Three**

First 5 California joins the Zero to Three organization on December 4 to conduct a pre-conference session at the Zero to Three National Training Institute in Los Angeles. During the session, titled “Building and Achieving a Common Vision for Young Children,” panelists will illustrate ways to achieve a coordinated and comprehensive system of quality 0 to 5 services that promote later school and life success. Topics will cover building relationships and coalitions; prioritizing and targeting a policy agenda; using data and evaluation results effectively to make a case for change; and engaging new stakeholders to become champions for change.

A moderated Q&A session with the presenters will help participants determine how to apply lessons learned from other states and understand policy changes that were necessary to achieve success. Participants will also receive a framework for action planning so they can apply ideas and skills from the session to their systems development work.

[back to top](#)

### **Water cooler workgroups**

Water Cooler workgroup activities are occurring throughout the state! A product of Los Angeles-



based Advancement Project, the Water Cooler discussions explore joint advocacy for children 0 to 5. Five Water Cooler workgroups were set up to prepare for a larger policy conference on March 25, 2009. The groups were created to do detailed policy and organizational work on topics needing further study and consensus building.

On September 19, First 5 California hosted the Tiered Reimbursement, Curriculum, and Delivery System Workgroup meeting. Stakeholders gathered to explore best practices, consider information from national and state experts, review available data, and formulate policy recommendations. The workgroup chairs will take the recommendations to the larger Water Cooler group for consideration as part of a larger policy agenda.



*Giannina Perez, Ginger Swigart and Meera Mani lead the Sept. 19 Water Cooler in Sacramento.*

"It was exciting to be in a roomful of committed professionals all working together to improve the quality of child care services all children should receive in California," said Ginger Swigart, representing the California Association for the Education of Young Children. A follow-up meeting to further discuss and refine the group's recommendations is scheduled at the First 5 California offices October 30 from 10:00 a.m. to 3:00 p.m.

The Workforce Development & Certification Water Cooler workgroup met September 23 at UC



Berkeley. Co-chairs Marcy Whitebook, director of the Center for the Study of Child Care Employment, Toni Campbell, chair of First 5 Santa Cruz, and Sarah Neville-Morgan, First 5 California deputy director of Program Management, led a diverse group through an interactive discussion. Participants reviewed current early childhood education workforce activities in California as they relate to a State Policy Blueprint produced by the National Association for the Education of Young Children for their Early Childhood Workforce Systems Initiative.

Campbell said despite the diversity in concerns and perspectives of the group, they were in general agreement on the direction to take to ensure a well-educated early childhood workforce. “For each of the issues discussed – professional standards, career pathways, and academic articulation – those present expressed considerable agreement on the basic questions to be addressed and approaches to be adopted,” she said.

The group’s next meeting is October 20 from 9:30 a.m. to 12:45 p.m. at the First 5 California offices. For information about other scheduled workgroup meetings, contact Jenny Paul-Rappaport at the Advancement Project at [jpaulrappaport@advanceproj.org](mailto:jpaulrappaport@advanceproj.org).

[back to top](#)

### **Sid the Science Kid visits Los Angeles**



*Sid the Science Kid poses with a fan at the KCET-TV "Family Day" in Los Angeles September 20. First 5 California is the major underwriter for the kids-oriented animated science show. The event also featured the First 5 California Hands-on Health mobile van among the many groups presenting fun activities and information for young children and their families.*

[back to top](#)

## **New calendar feature on communications TA site**

First 5 county commissions now have an additional communications resource at their disposal. First 5 California's Public Education Communications Technical Assistance Web site went live in early September. Created exclusively for county commission executive directors and communications staff, the site offers numerous resources to assist with local public education and outreach efforts, including royalty-free images, customizable outreach materials, professional development trainings, fact sheets, and copy for radio news releases.

On the heels of this exciting launch, the online site now also offers another helpful tool – a user-friendly calendar. County commissions may now add to their local calendar, as well as view events taking place in other counties.

To access these resources, visit <https://services.ccfca.gov/countyta/>. Once there, log in with your username (first letter of your first name and your entire last name) and your password. We encourage you to log in regularly to explore updated materials and utilize the new calendar tool.

If you have questions about how to use this site, please contact Monica Regalado at (916) 263-1095 or [mregalado@ccfc.ca.gov](mailto:mregalado@ccfc.ca.gov).

[back to top](#)

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